

Writing Samples

Pitch

SUBJ: The Secret to Quiet Vacationing Can Be Found in the World's Most Livable City

If there's one travel trend that's making some noise this summer, it's "quiet vacationing," and what better destination for a secret workcation than [Vienna](#), consistently ranked world's most livable cities by The Economist and the European Intelligence Unit (EUI).

So what is it that makes Vienna the ideal city to live in, even if just for a few weeks? Iconic coffeehouse culture, accessible public transportation and ample green space, to name a few.

Interested to learn more about what makes Vienna the most desirable city to visit for a "quiet vacation"? Be in touch for additional information and visual assets.

Best,
Name

- **Coffeehouse Culture**

It may seem like all you need to work in a cafe is ample seating and good WiFi, but there's no denying that impeccable vibes and stunning settings take it to get you inspired. Iconic cafes like [Café Central](#) and [Café Sacher](#) make for the perfect place to cross items off the to-do list while soaking in the city. Enjoy a delicious slice of Sachertorte or a cup of Wiener Melange while working or taking a break between calls to soak in the historical charm and intellectual ambiance that has inspired writers and thinkers for centuries.

- **Excellent Public Transportation**

Vienna's public transportation system is a model of efficiency and convenience, making it easy for remote workers to explore the city between meetings and deliverables. The [U-Bahn](#), trams, and buses cover the entire city, while the [CAT](#) offers reliable service from the airport to the city's downtown core. See Vienna as a local, allowing visitors to focus on balancing work and leisure as opposed to making the transit schedule work for them.

- **Fascinating History**

One of the most enticing reasons to travel is to be surrounded by history and culture, and Vienna has no shortage of either. Take breaks to visit landmarks like the [Hofburg Palace](#) to explore the imperial apartments, or the [Belvedere Palace](#), which houses an impressive art collection including works by Gustav Klimt. The historical streets and architecture provide a rich backdrop, blending productivity with cultural immersion.

- **Green Spaces**

Along with travel, being surrounded by greenery and nature has been proven to have positive impacts on one's mental health. Vienna's plethora of green spaces makes recharging in nature exceptionally easy, whether it's before, after or even during the workday. [Prater Park](#) offers vast areas for jogging, cycling, or simply unwinding amidst nature, and the [Schönbrunn Palace Gardens](#) provide beautifully landscaped areas perfect for a peaceful stroll.

Press Trip Invite

SUBJ: Press Trip Opportunity: Experience the Great Outdoors in St. Louis June 11 - 14

Hi XX,

[Explore St. Louis](#) is gearing up for an outdoor adventure this summer and would love for you to join!

From **June 11th - 14th, 2024**, we invite you to dive into a world of natural wonder with St. Louis's extensive network of public parks, scenic trails, and thrilling waterways, perfect for hiking, biking, or paddling adventures.

Visit unique places such as the [World Bird Sanctuary](#), nestled within 305 acres (about half the area of Central Park in New York City) of hardwood forest and offering an immersive birdwatching experience with a diverse array of avian species, and [Forest Park](#), one of the largest urban parks in the United States, where you can stroll through lush gardens, paddleboat on the lake, bike or jog along scenic trails, or enjoy a relaxing picnic amidst beautiful greenery.

RSVP now to experience why outdoor enthusiasts can always find ample opportunities to indulge their passions in The Gateway City and uncover the stories waiting to be told.

We look forward to sharing this unforgettable journey with you.

Best,
Name

Press Release

FOR IMMEDIATE RELEASE

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Miami & Miami Beach Count Big Accolades with James Beard Foundation, MICHELIN Nods and More

Destination Tops Florida with 16 Starred Restaurants and 10 Hotels with Brand New Keys

MIAMI — (XX, XXXX) —: The Greater Miami Convention & Visitors Bureau (GMCVB) celebrates major hospitality achievements as Miami & Miami Beach garner new recognition this spring. A recent slew of accolades from the MICHELIN Guide and the James Beard Foundation affirms why the destination is one of the most vibrant hospitality scenes in the United States.

First, MICHELIN awarded its new [Key designations](#) to hotels in the United States for the first time, which reward the most outstanding experiences and stays in much the same way that Stars recognize top restaurants. Miami & Miami Beach celebrates ten properties awarded MICHELIN Keys, including The Mandarin Oriental Miami, Mr. C Miami Coconut Grove, 1 Hotel South Beach, Esmé Miami Beach, Hotel Greystone, and The Betsy South Beach each received one MICHELIN Key. Mayfair House Hotel & Garden, The Setai Miami Beach, Faena Hotel Miami Beach, and the Four Seasons Hotel at The Surf Club, who each received two MICHELIN Keys.

In addition, the destination's restaurants received even [more MICHELIN stars](#) for its dining scene. EntreNos in the Miami Shores neighborhood, Ogawa in Little River, and Shingo in Coral Gables all joined the guide as one-MICHELIN-Star restaurants. They add to the growing list of now 16 restaurants with Michelin recognition.

Beyond keys and stars, Miami & Miami Beach garnered attention from The James Beard Foundation®, which announced its finalists for the 2024 Restaurant and Chef Awards. Five Miami-based establishments were nominated earlier this year, with two advancing to the finalist stage: Valerie Chang of Maty's for Best Chef South, and Jesus Brazon and Manuel Brazon of Caracas Bakery for Outstanding Pastry Chef or Baker.

David Whitaker, President and CEO of the GMCVB remarked, "Miami and Miami Beach continues to evolve as a premier destination for cuisine and events. Diverse cultures and traditions shine brightly in Miami, offering multicultural experiences that sets us apart. Greater Miami is not just a place you visit; it's a vibrant, global stage where every flavor and festivity tells a story of diversity and unity."

The destination continues to shine brighter with each award and recognition. Miami was *Bon Appetit's* 2023 Food City of the Year, with the publication also naming Bar Kaiju in Little River one of the top new bars in the United States. *Esquire* named Italian standout Erba in Coral Gables and Maty's, a Peruvian spot in Midtown, as some of the best new restaurants in the country.

Each new honor reinforces why Miami & Miami Beach remain top global destinations for travelers across generations and cultures. Visitation during the 2023-2024 fiscal year rose by 2 percent, representing more than \$21.1 billion in economic impact.

About the Greater Miami Convention and Visitors Bureau (GMCVB):

The Greater Miami Convention & Visitors Bureau (GMCVB) is an accredited, independent not-for-profit sales and marketing organization whose mission is to attract visitors to Greater Miami & Miami Beach for leisure, business, meetings and conventions. For a vacation guide, visit our website at www.MiamiandMiamiBeach.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com. To get further engaged with Greater Miami & Miami Beach, join the conversation by following us on our social media channels at Facebook.com/visitmiami, Twitter.com/visitmiami, Instagram.com/visitmiami, and Pinterest.com/visit_miami.